



Monday, Oct. 7, 2013, Update

Report from the Maryland Health Benefit Exchange about Maryland Health Connection, the state-based health insurance marketplace, as of Monday, Oct. 7, 2013, at Noon

Overview

During the initial days following the launch of Maryland Health Connection, Marylanders have shown tremendous interest in accessing quality, affordable health coverage.

We have seen more than 170,000 unique visitors to our website, there have been more than 10,000 calls to our call centers, and more than 13,500 people have created identity-verified accounts.

At the same time, we are still in the ramp-up stage of this launch. As more people have used the site, we have discovered additional steps we can take to resolve certain technical issues and improve the user experience. Our IT team has been working around the clock to enhance our computer systems, and will continue to do so. We have added server capacity, made technical adjustments, and improved call center employees' ability to serve consumers. We anticipate implementing a planned update to the system software in the near future. The steps taken so far have improved performance, and we expect the user experience will advance substantially in the days and weeks ahead.

Moving forward, we will provide regular updates on key metrics and information for consumers. This is the first such update.

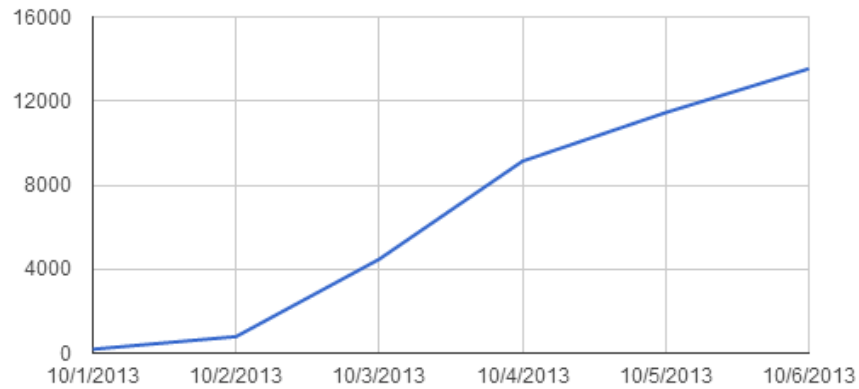
Data

The following information covers from October 1 through midnight the evening of October 6.

- Unique website visitors, 10/1-10/6: **174,023**
- Calls to call center, 10/1-10/6: **10,560**

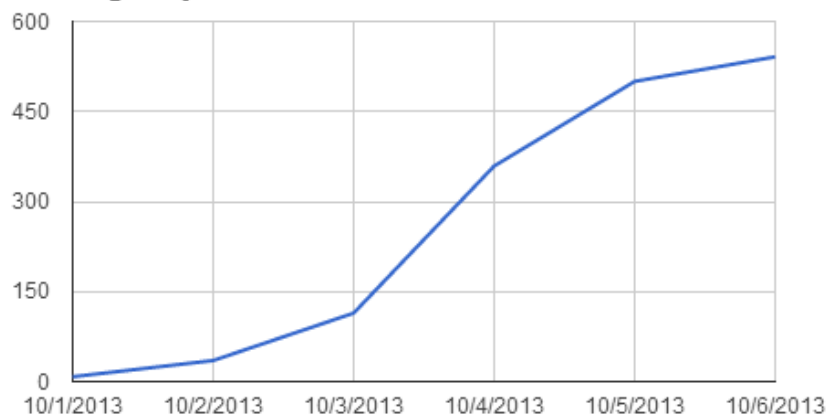
- Accounts created with verified identity, 10/1-10/6: **13,532**

Figure 1: Cumulative totals of accounts created with verified identity



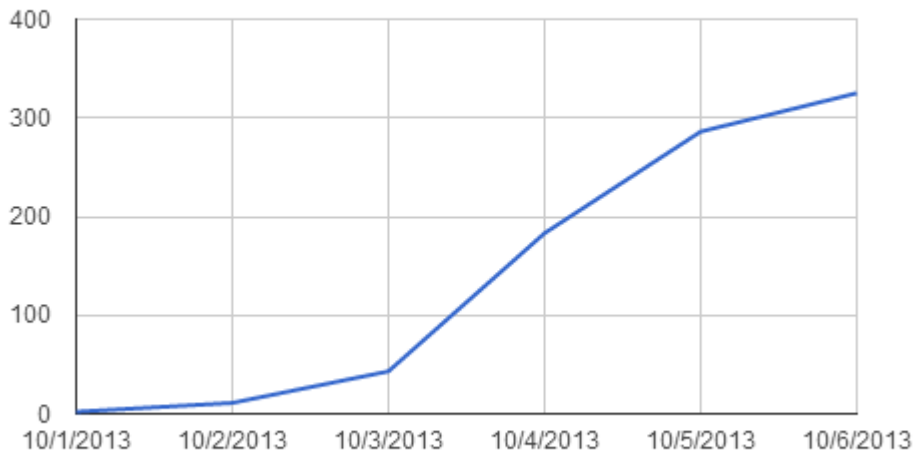
- Applications submitted with eligibility determination, 10/1-10/6: **566**.

Figure 2: Cumulative Applications Submitted with Eligibility Determination



- Enrollment, 10/1-10/6: **326**.

Figure 3: Cumulative Enrollment



Information for Users of MarylandHealthConnection.Gov

- We are in the process of addressing technical issues on the website to improve the application and enhance users' experience; we are working around the clock to make the site better. Marylanders can use the system now, and they should also know that we expect the user experience to improve substantially in the days and weeks ahead. Marylanders have time: Open enrollment extends through March 31, 2014, and the earliest coverage can become effective is January 1, 2014. People may ensure their coverage begins January 1 as long as they are enrolled and their first payment is received by mid-December.
- Users of MarylandHealthConnection.Gov should visit the [Consumer Information Update page](#) for important notices before beginning. These notices include advice on how to work around some of the issues on the website, as we work to address them.
- If you use the site and run into any issues, you can provide [feedback](#). Information from users is sent to the technical team working to improve the user experience on the site.
- The site's performance may be inconsistent, especially during periods of peak usage. If web site pages are having trouble loading, it may be best to wait a few minutes and try again.
- As we continue to improve the experience of using this website, it may, from time to time, be temporarily unavailable. Moreover, in order to perform routine maintenance, certain functions may be unavailable from 11 p.m. to 5 a.m. daily through the month of October.

Marylanders can learn about available programs, discuss potential options, and begin the enrollment process by calling the call center at 1-855-642-8572 or working with a [consumer assistance worker](#).